

**CONTRACT**

**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

And:

**American Rambler Productions**  
**138 Conant Street**  
**Beverly, MA 01915**  
**USA**

<u>Contract / Revision</u> 492947 /		<u>Alt Order #</u> 06310732
<u>Product</u> ROMNEY FOR PRESIDENT		
<u>Contract Dates</u> 09/12/12 - 09/18/12		<u>Estimate #</u> 373
<u>Advertiser</u> Romney for President, Inc		<u>Original Date / Revision</u> 09/11/12 / 09/11/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KVVU	09/12/12	09/14/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	3	\$2,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	--WTF--				3	\$725.00			
N 2	KVVU	09/17/12	09/18/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	MT-----				2	\$725.00			
N 3	KVVU	09/17/12	09/18/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	MT-----				2	\$700.00			
N 4	KVVU	09/12/12	09/14/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	--W-F--				2	\$700.00			
N 5	KVVU	09/17/12	09/18/12	Anderson	3-4p		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	MT-----				2	\$300.00			
N 6	KVVU	09/12/12	09/14/12	Anderson	3-4p		:30			NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	--WTF--				3	\$300.00			
N 7	KVVU	09/17/12	09/18/12	The Dr.Oz Show	4-5p		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	MT-----				2	\$350.00			
N 8	KVVU	09/12/12	09/14/12	The Dr.Oz Show	4-5p		:30			NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	--WTF--				3	\$350.00			
N 9	KVVU	09/12/12	09/14/12	Fox 5 News at 5	5-530p		:30			NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	--WTF--				3	\$550.00			
N 10	KVVU	09/17/12	09/18/12	Fox 5 News at 5	5-530p		:30			NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	MT-----				2	\$550.00			
N 11	KVVU	09/12/12	09/14/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	6	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

<u>Contract / Revision</u>	<u>Alt Order #</u>
492947 /	06310732

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/12/12 - 09/18/12	ROMNEY FOR PRESID	373

<u>Advertiser</u>	<u>Original Date / Revision</u>
Romney for President, In:	09/11/12 / 09/11/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				6	\$625.00			
N 12	KVVU	09/17/12	09/18/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	4	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	MT-----				4	\$625.00			
N 13	KVVU	09/17/12	09/18/12	Extra	M-F 7-730p		:30			NM	2	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	MT-----				2	\$625.00			
N 14	KVVU	09/12/12	09/14/12	Extra	M-F 7-730p		:30			NM	3	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				3	\$625.00			
N 15	KVVU	09/17/12	09/18/12	TMZ	730-8p		:30			NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	MT-----				2	\$850.00			
N 16	KVVU	09/12/12	09/14/12	TMZ	730-8p		:30			NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				3	\$850.00			
N 17	KVVU	09/12/12	09/14/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	3	\$6,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				3	\$2,150.00			
N 18	KVVU	09/17/12	09/18/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	2	\$4,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	MT-----				2	\$2,150.00			
N 19	KVVU	09/17/12	09/17/12	Bones	Mon 8p-9p		:30			NM	2	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	2-----				2	\$2,800.00			
N 20	KVVU	09/15/12	09/15/12	DELAYED NEWS	Various		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----1-				1	\$1,500.00			
N 21	KVVU	09/16/12	09/16/12	Fox News Sunday 8-9a	8-9a		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----1				1	\$850.00			
N 22	KVVU	09/16/12	09/16/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	2	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----2				2	\$1,250.00			
Totals											55	\$47,250.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/18/12	55	\$47,250.00	\$40,162.50
<b>Totals</b>	<b>55</b>	<b>\$47,250.00</b>	<b>\$40,162.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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REP HEADLINE# 6310732 TRF# 492947  
\$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100  
CREDIT ADVISORY: AGENCY  
ORDER WORKSHEET

FAX# 610-225-1191  
CREDIT RISK !!  
HARRIS REPORT FROM REP  
\*\*CHANGES\*\*  
SEP11/12 17.23  
\*\*\* KVVU-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/M ROMNEY/R/PRE/US  
AGY # \_\_\_\_\_ AGY. NAME AMERICAN RAMBLER PRODUCTIONS

138 CONANT STREET  
BEVERLY, MA 01915

REP. # \_\_\_\_\_ OFF. # 762 SALESMAN # \_\_\_\_\_  
BUYER NAME STEPHANIE KINCAID  
SALES PRSN PH- TERESA DIFURIA

ORDER # \_\_\_\_\_ CONTRACT # 6310732

CLASS: NATL. LOCAL REGIONAL

PRDCT ROMNEY FOR PRESIDENT EST#373 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP12/12 SEP18/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE SEP11/12 17.23

REP: TO ROSE  
FR NIKKI  
OK'D M1 AND M2  
SEE LINE 23-24  
TOTAL SAME  
PLS CNF THANKS

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE =  
AGENCY PRODUCT CODE =  
AGENCY EST# = 373

19	S		800P-900P	30		\$2,800.00	9/17	9/17	0		MON	0
PROGRAM : HELLS KITCHEN												
23	A		800P-900P	30		\$2,800.00	9/17	9/17	2		MON	2

PROGRAM : BONES  
ORD COM1: PRG CORRECTION. PRE-BOOKED PLS APPROVE.  
THIS IS A MAKE-GOOD FOR SEP17 ON LINE-19 FOR 2 SPOTS/WK

REP HEADLINE# 6310732 TRF# 492947  
 \$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP SEP11/12 17.23  
 \*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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20	S		1000P-1100P	30		\$1,500.00	9/15	9/15	0		SAT	0
PROGRAM : NEWS												

24	A		1100P-1200M	30		\$1,500.00	9/15	9/15	1		SAT	1
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PROGRAM : NEWS  
 ORD COM1: TP CHG DUE TO 3 HOUR MOVIE. PRE-BOOKED PLS APPROVE.  
 THIS IS A MAKE-GOOD FOR SEP15 ON LINE-20 FOR 1 SPOT/WK

STATION MAKEGOOD OFFERS:

M1	OK'D	BUY#19	MISSED: MON/800P-900P	30S		\$2,800.00	SEP17 (2/WK)				(SEP11/12)	
			OFFER: MON/800P-900P	30S		\$2,800.00	SEP17 (2/WK)				PLS ADVISE.	
			CMT: PRG CORRECTION. PRE-BOOKED PLS APPROVE.									

M2	OK'D	BUY#20	MISSED: SAT/1000P-1100P	30S		\$1,500.00	SEP15				(SEP11/12)	
			OFFER: SAT/1100P-1200M	30S		\$1,500.00	SEP15				PLS ADVISE.	
			CMT: TP CHG DUE TO 3 HOUR MOVIE. PRE-BOOKED PLS APPROVE.									

SEP/12 47250.00

CONTRACT TOTAL 47250.00  
 TOTAL SPOTS 55

MARKET TOTALS \$236,250 KVVU 20% KSNV 23% KLAS 27% KTNV 24% KVMY 6% KVCW 0% CABL 0% KTUD 0%

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

SEP11/12 11.26  
\*\*\* KVVU-TV \*\*\*

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PROGRAM : NEWS
CON COM1: MAX 1X DAY
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REP HEADLINE# 6310732  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
SEP11/12 11.26  
\*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			700A-900A PROGRAM : NEWS CON COM1 : MAX 1X DAY	30		\$700.00	9/17	9/18	2		M-TU	2
4			700A-900A PROGRAM : NEWS CON COM1 : MAX 1X DAY	30		\$700.00	9/12	9/14	2		W,F	2
5			300P-400P PROGRAM : ANDERSON COOPER CON COM1 : MAX 1X DAY	30		\$300.00	9/17	9/18	2		M-TU	2
6			300P-400P PROGRAM : ANDERSON COOPER CON COM1 : MAX 1X DAY	30		\$300.00	9/12	9/14	3		W-F	3
7			400P-500P PROGRAM : DR OZ CON COM1 : MAX 1X DAY	30		\$350.00	9/17	9/18	2		M-TU	2
8			400P-500P PROGRAM : DR OZ CON COM1 : MAX 1X DAY	30		\$350.00	9/12	9/14	3		W-F	3
9			500P-530P PROGRAM : NEWS CON COM1 : MAX 1X DAY	30		\$550.00	9/12	9/14	3		W-F	3
10			500P-530P PROGRAM : NEWS CON COM1 : MAX 1X DAY	30		\$550.00	9/17	9/18	2		M-TU	2
11			530P-600P PROGRAM : NEWS CON COM1 : MAX 2X DAY	30		\$625.00	9/12	9/14	6		W-F	6

REP HEADLINE# 6310732  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

SEP11/12 11.26  
 \*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
12			530P-600P PROGRAM : NEWS CON COM1: MAX 2X DAY	30		\$625.00	9/17	9/18	4		M-TU	4
13			700P-730P PROGRAM : EXTRA CON COM1: MAX 1X DAY	30		\$625.00	9/17	9/18	2		M-TU	2
14			700P-730P PROGRAM : EXTRA CON COM1: MAX 1X DAY	30		\$625.00	9/12	9/14	3		W-F	3
15			730P-800P PROGRAM : TMZ CON COM1: MAX 1X DAY	30		\$850.00	9/17	9/18	2		M-TU	2
16			730P-800P PROGRAM : TMZ CON COM1: MAX 1X DAY	30		\$850.00	9/12	9/14	3		W-F	3
17			1000P-1100P PROGRAM : NEWS CON COM1: MAX 1X DAY	30		\$2,150.00	9/12	9/14	3		W-F	3
18			1000P-1100P PROGRAM : NEWS CON COM1: MAX 1X DAY	30		\$2,150.00	9/17	9/18	2		M-TU	2
19			800P-900P <i>Bones</i> PROGRAM : HELLS KITCHEN	30		\$2,800.00	9/17	9/17	2		MON	2
20			1000P-1100P PROGRAM : NEWS <i>11-12p</i>	30		\$1,500.00	9/15	9/15	1		SAT	1
21			800A-900A PROGRAM : NEWS	30		\$850.00	9/16	9/16	1		SUN	1

REP HEADLINE# 6310732  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 SEP11/12 11.26  
 \*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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22			1000P-1045P	30		\$1,250.00	9/16	9/16	2		SUN	2
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PROGRAM : NEWS  
 SEP/12 47250.00

CONTRACT TOTAL 47250.00  
 TOTAL SPOTS 55

MARKET TOTALS \$236,250 KVVU 20% KSNV 23% KLAS 27% KTNV 24% KVMY 6% KVCW 0% CABL 0%  
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